

What Is Claimed Is:

1 1. A method of programming a media-based device over a network, the method
2 comprising:
3 locating an advertisement for a broadcast program while navigating a first
4 web site;
5 selecting the advertisement; and
6 in response, automatically programming the media-based device to record
7 the broadcast program.

1 2. The method according to Claim 1, wherein the advertisement comprises a
2 hyperlink to a second web site accessing the media-based device, the hyperlink being
3 embedded in the first web site.

1 3. The method according to Claim 2, wherein selecting the advertisement and
2 automatically programming the media-based device are invoked by one click on the
3 hyperlink.

1 4. The method according to Claim 2, further comprising:
2 the second website monitoring a count of a number of times the hyperlink
3 is selected; and

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4 the second website periodically collecting revenue from the first website
5 based on the count.

1 5. The method according to Claim 4, wherein the revenue comprises a percentage
2 of advertising revenue associated with the advertisement.

1 6. The method according to Claim 1, wherein the media-based device comprises
2 a video replay system.

1 7. The method according to Claim 1, wherein selecting the advertisement
2 comprises:

3 determining a user selecting the advertisement; and
4 authenticating the user with the media-based device.

1 8. The method according to Claim 7, wherein determining a user selecting the
2 advertisement comprises:

3 extracting a cookie associated with the user; and
4 forwarding the cookie to the media-based device.

1 9. The method according to Claim 8, wherein the cookie is extracted from a
2 client enabled to communicate with the first website.

1 10. The method according to Claim 8, wherein the cookie is extracted from a
2 computer hosting the first website.

1 11. The method according to Claim 7, wherein determining a user selecting the
2 advertisement comprises:

3 linking the first web site to a second web site;
4 navigating to the second web site; and
5 in response, the second web site prompting a user for identification data.

1 12. The method according to Claim 7, wherein determining a user selecting the
2 advertisement comprises:

3 determining the URL for the first web site; and
4 determining partner identification information associated with the first
5 web site.

1 13. The method according to Claim 1, wherein automatically programming the
2 media-based device to record the broadcast program comprises:

3 determining a user associated with the media-based device;
4 navigating from the first web site to a second web site;
5 logging the user into the second web site;
6 detecting whether the user selected the advertisement previously; and
7 in response to the user previously not selecting the advertisement, the
8 second web site communicating with the media-based device to
9 record the broadcast program.

1 14. The method according to Claim 1, wherein the advertisement comprises a
2 clickable online advertisement for a broadcast program to be aired.

1 15. The method according to Claim 14, where broadcast program comprises a
2 television program.

1 16. The method according to Claim 14, where broadcast program comprises a
2 cable program.

1 17. The method according to Claim 14, where broadcast program comprises a
2 pay-per-view program.

1 18. The method according to Claim 14, where broadcast program comprises a
2 satellite-based program.

1 19. A method of programming a media-based device to record content through a web-
2 based application, comprising:

3 receiving a selection of an advertisement of a broadcast program to be aired;

4 extracting identification information associated with a user making the selection

5 and with broadcast program;

6 accessing a source web service in response to the user selection received;

7 logging into the source web service using the identification information; and

8 the source web service programming the media-based device to record the

Patent 4,242,660

1 25. The method according to Claim 24, wherein the media-based device records the
2 broadcast program with one click of the advertisement.

1 26. The method according to Claim 24, wherein the advertisement comprises a clickable
2 online advertisement for the broadcast program.

1 27. The method according to Claim 24, further comprising:
2 collecting revenue based on the advertisement selected.

1 28. The method according to Claim 24, wherein the media-based device comprises a
2 digital video recorder.

1 29. A method for programming a media-based device that is network enabled,
2 comprising:
3 receiving a user command that causes a first server to access a second server, the
4 first server transmitting identifying information of the user to the second
5 server;
6 the second server authenticating the user based on the identifying information;
7 the second server accessing the media-based device to program the media-based
8 device with the identifying information.

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1 30. The method according to Claim 29, wherein the user command comprises the user
2 clicking on an online advertisement hosted by the first server.

1 31. The method according to Claim 29, wherein the advertisement identifies a broadcast
2 program to be aired, and the identifying information comprises data related to the broadcast
3 program.

1 32. The method according to Claim 29, wherein the media-based device comprises a
2 digital video recorder.

1 33. A system, comprising:
2 a client side system selecting an online advertisement for a broadcast program
3 while navigating a first web site ; and
4 a server side system automatically programming a media-based device to record
5 the broadcast program, the media-based device communicatively coupled
6 to the server side system over a network in response to the advertisement
7 being selected

1 34. The system of claim 33, wherein the media-based device comprises a digital video
2 recorder.

FOOT-4242650

1 35. A browser program product for programming a media-based device over a network,
2 the browser program product stored on a computer readable medium and adapted to perform the
3 operations of:

4 locating an advertisement for a broadcast program while navigating a first web
5 site;
6 selecting the advertisement; and
7 in response, automatically programming the media-based device to record the
8 broadcast program.

1 36. The browser program product according to Claim 35, wherein the media-based
2 device comprises a digital video recorder.

1 37. A computer server program product for programming a media-based device over a
2 network, the computer server program product stored on a computer readable medium, and
3 adapted to perform the operations of a virtual browser, comprising:

4 receiving a selection of an advertisement of a broadcast program to be aired;
5 extracting identification information associated with a user making the selection
6 and with broadcast program;
7 accessing an online web service using the identification information; and
8 invoking the media-based device to record the broadcast program selected.

1 38. The computer server program product according to Claim 37, wherein the
2 media-based device comprises a digital video recorder.

1 39. The computer server program product according to Claim 37, wherein the
2 advertisement comprises a clickable online advertisement for the broadcast program.

FOOTNOTES